

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 714887  
**Alt Order #:** 06323445  
**Product Desc:** BEAN FOR FL SENATE  
**Estimate:** 442  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 09/19/12 / 09/19/12  
**Order Type:** Core

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Bean, A/ R / FI Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	74	\$30,820.00	\$26,197.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	74	\$30,820.00	\$26,197.00	0.00
<b>Totals</b>	<b>74</b>	<b>\$30,820.00</b>	<b>\$26,197.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	31%	\$30,820.00
Market	100%	\$99,419.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$1,988.39
WCWJ	0%	\$0.00
WJXT	33%	\$32,808.39
WJXX	4%	\$3,976.77
WTEV	30%	\$29,825.81

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/30/12	11/02/12	M-F 6-7a Traffic BB	CM	M-F 6a-7a	-TWTF--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
				M-F 6-7am Traffic BB		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$400.00		0.00			
E 2	WTLV	10/30/12	11/02/12	M-F 6-7a	CM	6a-7a	-TWTF--	:30	4	\$425.00	P-3	0.00	NM	4	\$1,700.00
				M-F 6-7am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$425.00		0.00			
E 3	WTLV	10/30/12	11/02/12	Today Show	CM	7a-9a	-TWTF--	:30	6	\$375.00	P-3	0.00	NM	6	\$2,250.00
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		6				\$375.00		0.00			

Order / Rev: 714887  
 Alt Order #: 06323445  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Bean, A / R / FI Senate  
 Product Desc: BEAN FOR FL SENATE  
 Estimate: 442

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/30/12	11/02/12	Today Show II M-F 9-10am	CM	9a-10a	-TWTF--	:30	4	\$185.00	P-3	0.00	NM	4	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$185.00		0.00			
E 5	WTLV	10/30/12	11/02/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$275.00		0.00			
E 6	WTLV	10/30/12	11/02/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-TWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$450.00		0.00			
E 7	WTLV	10/30/12	11/02/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWTF--	:30	6	\$450.00	P-3	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					6	\$450.00		0.00			
E 8	WTLV	10/31/12	11/01/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--WT---	:30	2	\$1,525.00	P-3	0.00	NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					2	\$1,525.00		0.00			
E 9	WTLV	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 10	WTLV	10/30/12	11/04/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-TWTfSS	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTfSS					6	\$400.00		0.00			
E 11	WTLV	10/31/12	10/31/12	Wed Prime A Wed Prime A	CM	Wed 8p-9p	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,500.00		0.00			
E 12	WTLV	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$180.00		0.00			
E 13	WTLV	11/03/12	11/03/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	2	\$315.00	P-3	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$315.00		0.00			
E 14	WTLV	11/03/12	11/03/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$315.00		0.00			
E 15	WTLV	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Sat. various	-----S-	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$275.00		0.00			
E 16	WTLV	11/03/12	11/04/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	4	\$160.00	P-3	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----SS					4	\$160.00		0.00			
E 17	WTLV	11/04/12	11/04/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$400.00		0.00			
E 18	WTLV	11/04/12	11/04/12	NFL Pre Season Footba NFL Pre-Season	CM	NFL Pre-Season	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$2,500.00		0.00			

Order / Rev: 714887  
 Alt Order #: 06323445  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Bean, A/ R / FI Senate  
 Product Desc: BEAN FOR FL SENATE  
 Estimate: 442  
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	11/04/12	11/04/12	NFL Pre Season Footba NFL Pre-Season	CM	NFL Pre-Season	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$2,500.00		0.00			
E 19	WTLV	11/04/12	11/04/12	Sun 12x-1x FCN on Point / Chris Matthews	CM	Sun 12a-1a	-----S	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$20.00		0.00			
E 20	WTLV	11/05/12	11/06/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
E 21	WTLV	11/05/12	11/06/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$425.00		0.00			
E 22	WTLV	11/05/12	11/06/12	Today Show M-F 7-9am	CM	7a-9a	MT-----	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					3	\$375.00		0.00			
E 23	WTLV	11/05/12	11/06/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
E 24	WTLV	11/05/12	11/05/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$275.00		0.00			
E 25	WTLV	11/05/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 26	WTLV	11/05/12	11/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 27	WTLV	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 28	WTLV	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$400.00		0.00			
													Totals	74	\$30,820.00